



WPTV

# ORDER

Print Date 10/30/12

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Flight Dates **10/30/12-11/05/12**

Contract / Revision      **316250 /**

Original Date / Revision  
10/29/12    10/30/12

Advertiser **Republican Party of Florida**

Agency    **David Millner Group Inc**

Buying Contact

**4421 St. Andrews Way  
Harrisburg, PA 17112**

Product

**RPOF Michelle Miller**

Agency Com    15%

Billing Contact

**4421 St. Andrews Way  
Harrisburg, PA 17112**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:10:00

Estimate #

Alt Order #

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Demographic    A25-54

Rev Codes      POL      POL      CAND

Product Codes PL

Priority            FX

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

| Account Executive    | Order% | Start Date | End Date |
|----------------------|--------|------------|----------|
| Marta Salazar-Perren | 100%   |            |          |

Order Share %      Market Value

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          |        |
| UNKWN             | 100%       |        |
| WFGC              | %          |        |
| WFLX              | %          |        |
| WPBF              | %          |        |
| WPEC              | %          |        |
| WPPB              | %          |        |
| WPXP              | %          |        |
| WTCE              | %          |        |
| WTCN              | %          |        |
| WTVX              | %          |        |
| WXEL              | %          |        |

## Order Totals

| Month         | # of Spots | Net Amount         | Gross Amount       | Rating      |
|---------------|------------|--------------------|--------------------|-------------|
| November 2012 | 58         | \$41,947.50        | \$49,350.00        | 0.00        |
| <b>Totals</b> | <b>58</b>  | <b>\$41,947.50</b> | <b>\$49,350.00</b> | <b>0.00</b> |

## Billing Plan

| Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|------------|----------|---------|-------------|--------------|
| 10/29/12   | 11/05/12 | 58      | \$41,947.50 | \$49,350.00  |

| Ln    | Ch   | Start             | End             | Inventory Code       | Break             | Start/End Time | Days        | Len | Spots         | Rate       | Pri | Rtg  | Type | Totals |            |
|-------|------|-------------------|-----------------|----------------------|-------------------|----------------|-------------|-----|---------------|------------|-----|------|------|--------|------------|
|       |      |                   |                 |                      |                   |                |             |     |               |            |     |      |      | Spots  | Amount     |
| N 1   | WPTV | 10/30/12          | 11/05/12        | M-F 5-6a<br>M-F 5-6a | CM                | 5-6a           | MTWTF--     | :30 | 5             | \$500.00   | FX  | 0.00 | NM   | 5      | \$2,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week: |      | 10/30/12          | 11/05/12        | MTWTF--              | 5                 |                | \$500.00    |     | 0.00          |            |     |      |      |        |            |
| N 2   | WPTV | 10/30/12          | 11/05/12        | M-F 6-7a<br>M-F 6-7a | CM                | 6-7a           | MTWTF--     | :30 | 5             | \$1,200.00 | FX  | 0.00 | NM   | 5      | \$6,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week: |      | 10/30/12          | 11/05/12        | MTWTF--              | 5                 |                | \$1,200.00  |     | 0.00          |            |     |      |      |        |            |
| N 3   | WPTV | 10/30/12          | 11/05/12        | M-F 7-9a<br>M-F 7-9a | CM                | 7-9a           | MTWTF--     | :30 | 5             | \$1,500.00 | FX  | 0.00 | NM   | 5      | \$7,500.00 |



**WPTV**

Print Date: 10/30/12

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Contract / Revision    **316250**    Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision    10/29/12/    10/30/12

Order Sep    00:10:00

Advertiser    **Republican Party of Florida**    Product **RPOF Michelle Miller**

Estimate #

|                    |           |                   |                 |                              |                   |                       |                 |               |               |                       |     |                        | Totals |            |
|--------------------|-----------|-------------------|-----------------|------------------------------|-------------------|-----------------------|-----------------|---------------|---------------|-----------------------|-----|------------------------|--------|------------|
| Ln                 | Ch        | Start             | End             | Inventory Code               | Break             | Start/End Time        | Days            | Len           | Spots         | Rate                  | Pri | Rtg Type               | Spots  | Amount     |
| N 3                | WPTV      | 10/30/12          | 11/05/12        | M-F 7-9a<br>M-F 7-9a         | CM                | 7-9a                  | MTWTF--         | :30           | 5             | \$1,500.00            | FX  | 0.00 NM                | 5      | \$7,500.00 |
|                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u> |                       |     |                        |        |            |
| Week:              |           | 10/30/12          | 11/05/12        | MTWTF--                      | 5                 |                       | \$1,500.00      |               | 0.00          |                       |     |                        |        |            |
| N 4                | WPTV      | 10/30/12          | 11/05/12        | M-F 9-10a<br>M-F 9-10a       | CM                | 9-10a                 | MTWTF--         | :30           | 2             | \$650.00              | FX  | 0.00 NM                | 2      | \$1,300.00 |
|                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u> |                       |     |                        |        |            |
| Week:              |           | 10/30/12          | 11/05/12        | MTWTF--                      | 2                 |                       | \$650.00        |               | 0.00          |                       |     |                        |        |            |
| N 5                | WPTV      | 10/30/12          | 11/05/12        | M-F 10-11a<br>M-F 10-11a     | CM                | 10-11a                | MTWTF--         | :30           | 5             | \$575.00              | FX  | 0.00 NM                | 5      | \$2,875.00 |
|                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u> |                       |     |                        |        |            |
| Week:              |           | 10/30/12          | 11/05/12        | MTWTF--                      | 5                 |                       | \$575.00        |               | 0.00          |                       |     |                        |        |            |
| N 6                | WPTV      | 10/30/12          | 11/05/12        | M-F 12p NEWS<br>M-F 12n-1p   | CM                | 12-1p                 | MTWTF--         | :30           | 5             | \$500.00              | FX  | 0.00 NM                | 5      | \$2,500.00 |
|                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u> |                       |     |                        |        |            |
| Week:              |           | 10/30/12          | 11/05/12        | MTWTF--                      | 5                 |                       | \$500.00        |               | 0.00          |                       |     |                        |        |            |
| N 7                | WPTV      | 10/30/12          | 11/05/12        | M-F 6-630p<br>M-F 6-630p     | CM                | 6-630p                | MTWTF--         | :30           | 4             | \$1,800.00            | FX  | 0.00 NM                | 4      | \$7,200.00 |
|                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u> |                       |     |                        |        |            |
| Week:              |           | 10/30/12          | 11/05/12        | MTWTF--                      | 4                 |                       | \$1,800.00      |               | 0.00          |                       |     |                        |        |            |
| N 8                | WPTV      | 10/30/12          | 11/05/12        | M-F 7-730p<br>M-F 7-730p     | CM                | 7-730p                | MTWTF--         | :30           | 2             | \$950.00              | FX  | 0.00 NM                | 2      | \$1,900.00 |
|                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u> |                       |     |                        |        |            |
| Week:              |           | 10/30/12          | 11/05/12        | MTWTF--                      | 2                 |                       | \$950.00        |               | 0.00          |                       |     |                        |        |            |
| N 9                | WPTV      | 10/30/12          | 11/05/12        | M-F 730-8p<br>M-F 730-8p     | CM                | 730-8p                | MTWTF--         | :30           | 2             | \$950.00              | FX  | 0.00 NM                | 2      | \$1,900.00 |
|                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u> |                       |     |                        |        |            |
| Week:              |           | 10/30/12          | 11/05/12        | MTWTF--                      | 2                 |                       | \$950.00        |               | 0.00          |                       |     |                        |        |            |
| <u>Spot</u>        | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>           |                   | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |               | <u>Rate</u>           |     | <u>Rtg</u> <u>Type</u> |        |            |
| 2                  | WPTV      | 10/30/12-11/05/12 |                 | M-F 730-8p                   |                   | 730-8p                | MTWThF----      | :30           |               | <del>(\$950.00)</del> |     | 0.00 NM                |        |            |
| See MG 9.3         |           |                   |                 |                              |                   |                       |                 |               |               |                       |     |                        |        |            |
| 3                  | NPTV      | 11/01/12-11/01/12 |                 | M-F 730-8p                   |                   | 730-8p                | ---Th-----      | :30           |               | \$950.00              |     | 0.00 NM                |        |            |
| Ⓜ MG for 9.2 10/30 |           |                   |                 |                              |                   |                       |                 |               |               |                       |     |                        |        |            |
| N 10               | WPTV      | 10/30/12          | 11/05/12        | M-F 11-1135p<br>M-F 11-1135p | CM                | 11-1135p              | MTWTF--         | :30           | 3             | \$1,400.00            | FX  | 0.00 NM                | 3      | \$4,200.00 |
|                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u> |                       |     |                        |        |            |
| Week:              |           | 10/30/12          | 11/05/12        | MTWTF--                      | 3                 |                       | \$1,400.00      |               | 0.00          |                       |     |                        |        |            |
| N 11               | WPTV      | 11/03/12          | 11/03/12        | Sa 6-7a<br>Sa 6-7a           | CM                | 6-7a                  | -----S-         | :30           | 2             | \$400.00              | FX  | 0.00 NM                | 2      | \$800.00   |
|                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u> |                       |     |                        |        |            |
| Week:              |           | 10/30/12          | 11/05/12        | -----S-                      | 2                 |                       | \$400.00        |               | 0.00          |                       |     |                        |        |            |
| N 12               | WPTV      | 11/03/12          | 11/03/12        | Sa 7-8a<br>Sa 7-8a           | CM                | 7-8a                  | -----S-         | :30           | 2             | \$725.00              | FX  | 0.00 NM                | 2      | \$1,450.00 |
|                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u> |                       |     |                        |        |            |
| Week:              |           | 10/30/12          | 11/05/12        | -----S-                      | 2                 |                       | \$725.00        |               | 0.00          |                       |     |                        |        |            |
| N 13               | WPTV      | 11/03/12          | 11/03/12        | Sa 8-10a<br>Sa 8-10a         | CM                | 8-10a                 | -----S-         | :30           | 1             | \$850.00              | FX  | 0.00 NM                | 1      | \$850.00   |
|                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u> |                       |     |                        |        |            |
| Week:              |           | 10/30/12          | 11/05/12        | -----S-                      | 1                 |                       | \$850.00        |               | 0.00          |                       |     |                        |        |            |
| N 14               | WPTV      | 11/03/12          | 11/03/12        | Sa 10-1030a<br>Sa 10-1030a   | CM                | 10-1030a              | -----S-         | :30           | 1             | \$500.00              | FX  | 0.00 NM                | 1      | \$500.00   |



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Contract / Revision    **316250**    Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision    10/29/12/    10/30/12

Order Sep    00:10:00

Advertiser    **Republican Party of Florida**    Product **RPOF Michelle Miller**

Estimate #

| Ln     | Ch    | Start             | End             | Inventory Code                                     | Break | Start/End Time    | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Totals |             |
|--------|-------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|--------|-------------|
|        |       |                   |                 |  |       |                   |         |     |       |             |     |               |      | Spots  | Amount      |
| N 14   | WPTV  | 11/03/12          | 11/03/12        | Sa 10-1030a<br>Sa 10-1030a                         | CM    | 10-1030a          | -----S- | :30 | 1     | \$500.00    | FX  | 0.00          | NM   | 1      | \$500.00    |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
|        | Week: | 10/30/12          | 11/05/12        | -----S-  |       | 1                 |         |     |       | \$500.00    |     | 0.00          |      |        |             |
| N 15   | WPTV  | 11/03/12          | 11/03/12        | Sa 11-1130P<br>Sa 11-1130p                         | CM    | 11-1130p          | -----S- | :30 | 1     | \$1,400.00  | FX  | 0.00          | NM   | 1      | \$1,400.00  |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
|        | Week: | 10/30/12          | 11/05/12        | -----S-  |       | 1                 |         |     |       | \$1,400.00  |     | 0.00          |      |        |             |
| N 16   | WPTV  | 11/04/12          | 11/04/12        | Su 6-7a<br>Su 6-7a                                 | CM    | 6-7a              | -----S  | :30 | 1     | \$400.00    | FX  | 0.00          | NM   | 1      | \$400.00    |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
|        | Week: | 10/30/12          | 11/05/12        | -----S   |       | 1                 |         |     |       | \$400.00    |     | 0.00          |      |        |             |
| N 17   | WPTV  | 11/04/12          | 11/04/12        | Su 7-8a<br>Su 7-8a                                 | CM    | 7-8a              | -----S  | :30 | 2     | \$500.00    | FX  | 0.00          | NM   | 2      | \$1,000.00  |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
|        | Week: | 10/30/12          | 11/05/12        | -----S   |       | 2                 |         |     |       | \$500.00    |     | 0.00          |      |        |             |
| N 18   | WPTV  | 10/30/12          | 11/05/12        | M-F 2-3p<br>Millionaire                            | CM    | 2-3p              | MTWTF-- | :30 | 5     | \$350.00    | FX  | 0.00          | NM   | 5      | \$1,750.00  |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
|        | Week: | 10/30/12          | 11/05/12        | MTWTF--  |       | 5                 |         |     |       | \$350.00    |     | 0.00          |      |        |             |
| N 19   | WPTV  | 10/30/12          | 11/05/12        | M-F 4p-5p<br>M-F 4p-5p                             | CM    | 4-5p              | MTWTF-- | :30 | 4     | \$725.00    | FX  | 0.00          | NM   | 4      | \$2,900.00  |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
|        | Week: | 10/30/12          | 11/05/12        | MTWTF--  |       | 4                 |         |     |       | \$725.00    |     | 0.00          |      |        |             |
| N 20   | WPTV  | 11/04/12          | 11/04/12        | SU 10-11am To the Point<br>SU 10-11am To the Point | CM    | 10-11am           | -----S  | :30 | 1     | \$425.00    | FX  | 0.00          | NM   | 1      | \$425.00    |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
|        | Week: | 10/30/12          | 11/05/12        | -----S   |       | 1                 |         |     |       | \$425.00    |     | 0.00          |      |        |             |
| Totals |       |                   |                 |  |       |                   |         |     |       |             |     |               |      | 58     | \$49,350.00 |